





3 0864 1006 4701 8

1957 - 1958

ACTIVITY REPORT

Advertising Office  
Montana Highway Commission  
Helena



## CONTENTS

	<u>Page</u>
Foreword	3
National Advertising	5
First Color Ad	6
Travel Literature	6
The Booklet	6
Other Literature	7
The Hemingway Tour	7
Northwest Air Lines Agreement	8
Travel Writers	8
Other Writers	10
Travel Shows	11
News Releases	11
Assistance for Writers	11
Research	12
Sign Program	12
Associated Press	13
Yellowstone Park	13
Tourist Courtesy Stations	14
Conclusion	15



## FOREWORD

Montana's State Advertising Department has an important role to play in one of the state's most thriving industries -- the travel industry.

The department's program is twofold:

1. It must arouse outside interest in Montana as a tourist state through paid advertising and worth-while promotional ventures.
2. It must awaken Montana communities to the value of the tourist industry and encourage them to enter actively and whole-heartedly into the tourist promotion field.

Both phases are vital. The latter perhaps presents the most immediate problems.

Montanans must learn what their tourist attractions are, both in their own areas and throughout the state. But just learning this is not enough. As individuals, they must become active salesmen for the state, willing to take time to "talk up" Montana's many points of tourist interest.

This is basic, as has been proved by the residents of states where the travel industry is No. 1. In those states, the essential program of "personal sell" is carried on automatically. Big strides must be taken in this direction if Montana is to become other than a "state to see en route to somewhere else."

The following report outlines programs undertaken by the State Advertising Department in carrying out its twofold purpose during the years 1957 and 1958. Among the undertakings discussed are the following:

1. The Frank Hemingway tour.
2. Montana's first color advertisement.
3. A breakthrough into the cooperative advertising field with Northwest Airlines.





4. The Department's research program.

5. The new sign program for Montana travelers.

Every effort has been made to give Montana taxpayers maximum value for each advertising dollar spent. As you read through this report, we believe you will agree we have had much success.

Ours was not a single-handed undertaking, however. We received invaluable cooperation from many individual Montanans, Chambers of Commerce, hotel, motel and dude ranch operators, the Glacier Park Company, the National Park Service, the State Fish and Game Department, the State Parks Division, the Yellowstone Park Company, and others. We are indebted particularly to the Montana Highway Commission and the State Advertising Advisory Committee for helping us develop a sound and working program.

John R. Hallowell  
Advertising Director



## NATIONAL ADVERTISING

Advertising people make the claim that "Advertising Doesn't Cost -- It Pays!" Most of the nation's businessmen agree.

The basic function of the State Advertising Department is to invest as wisely as possible all the funds it can in paid advertising. The major expenditure each year is for such advertising. But the entire budget can not be used for that purpose; ads attract interest and invite inquiries and inquiries must be answered. Thus, additional funds must be set aside for the preparation of Montana sales literature and for postage -- the latter, a \$4,000 item in itself.

About 5/8 of the state appropriation goes toward national advertising and literature production, and the demand for literature still remains considerably in excess of the supply. The Department had some success in 1958 with a program which permitted accommodations operators in Montana to purchase its literature from the printing company at cost.

For the most part, Montana's paid advertising has been in national magazines and metropolitan newspapers. The Department does not have funds to purchase TV or radio time. All Montana advertisements carry coded coupons to invite inquiries and to determine which publications bring the most response.

During 1957 and 1958, series of Montana advertisements appeared in the following magazines:

National Geographic, Holiday, Redbook, Coronet, Outdoor Life, Field and Stream, Better Homes and Gardens, Sunset, Mctorland, and Saturday Review of Literature (Classified Section).

Series of Montana ads also appeared in the following newspapers: Chicago Tribune, Los Angeles Times, Milwaukee Journal, Minneapolis Tribune, New York Times, Cleveland Plain Dealer, Los Angeles Examiner, San Francisco Examiner and Seattle P. I.



There is evidence to show the ads have been well placed and are producing. In 1956 the Advertising Department answered 76,000 inquiries. In 1957 the total climbed to 85,000 and in 1958 it will near 95,000. Of these inquiries, 85% come directly from the national advertising program. The remainder include letters referred to the Department by other state agencies and chambers of commerce.

#### FIRST COLOR AD

Montana ran the first color ad in its history in the March, 1958 issue of Coronet Magazine. This was a cooperative venture with the state of Idaho. Each state took one half page. The Coronet ad broke all previous records for inquiries received from one insertion. The total exceeded 16,000. A second Montana color ad will appear in the March, 1959 issue of Coronet, with Idaho again sharing half the space. Cost to each state will be about \$4,000.

#### TRAVEL LITERATURE

##### The Highway Map:

Montana's traditional sales piece is its highway map. Every person answering a magazine or newspaper ad receives a map, as well as a variety of other literature attractively packaged to make a good impression on prospective visitors.

The Advertising Department has placed special emphasis on production of the map. The standard accordian-type fold has been replaced by a fold which has the effect of making the map the size of a booklet. This permits the use of larger color pictures and allows more space for informative copy.

#### THE BOOKLET

For the 1958 tourist season, the Department produced a 36-page color booklet which has been called by travel people throughout the country one of the outstanding pieces of its type presently available. The printing



concern has entered it in a national lithography contest. The booklet contains most of the information tourists require and features 18 full pages of color scenes taken in Montana as well.

Demand for the booklet was so great a reorder had to be placed before the 1958 season ended. It was this item which accommodations operators in the state were able to purchase from the printing company at cost.

#### OTHER LITERATURE

Other literature used to fill out packets mailed to prospective visitors include folders on Montana's state parks, Glacier and Yellowstone National Parks, Custer Battlefield and the Big Hole Battlefield National Monument, post cards of Montana scenes and a Calendar of Events, printed in cooperation with the Montana Chamber of Commerce. All this material is in limited supply.

Also available is material for rock and fossil hunters and for persons interested in ghost towns or minerals. The Montana Fish and Game Department supplies the office with literature for fishermen and hunters making inquiry.

#### THE HEMINGWAY TOUR

Probably the most attention-getting State Advertising Department promotion was the Frank Hemingway tour of Montana in July, 1957. As with the color advertisement, this too was a cooperative venture. Hemingway, ace newscaster for Mutual-Don Lee Networks, was brought to Montana from Hollywood by the State Advertising Department, Intermountain Network, Folger's Coffee, Boyle Midway and Western Airlines, each sharing part of the cost. Governor J. Hugo Aronson proclaimed Hemingway "Honorary Governor" of the state and the newscaster, his wife and his sponsors toured Montana for a week. Hemingway made two network broadcasts a day, devoting much of each of them to praising Montana, a state for which he has sincere affection. His broadcasts are heard each morning and afternoon in Washington,





Oregon, Nevada, California, Utah, Arizona, Wyoming, Idaho, South Dakota, Nebraska, Colorado, Minnesota and Montana.

The dollars and cents value of those network broadcasts can not be estimated. Neither can a financial return be placed on the time he still devotes to Montana almost daily in his "All the News That's News Today" commentaries from California.

#### NORTHWEST AIR LINES AGREEMENT

Cooperative advertising, though not novel elsewhere, is new to Montana. Recognizing its financial limitations, the Department has been trying to interest commercial firms in sharing costs of advertising the state for several years. Northwest Air Lines provided the first breakthrough.

In cooperation with the Air Lines, the Advertising Department made a travel film in August, 1958 for use on TV, before service clubs, church groups, etc. It was produced by a commercial firm and will be available in January, 1959. Copies of the film will be on hand in every major Northwest Air Lines office from Miami to the Orient and the Advertising Department will have prints to circulate, too.

In addition, the Air Lines will share costs on a series of three advertisements to appear in Redbook Magazine in 1959. Redbook has been one of the leading producers of inquiries for the Advertising Department.

Total cost to the Air Lines for the moving picture and the Redbook ads will be in excess of \$10,000 -- a sizeable boost to the state's efforts.

#### TRAVEL WRITERS

Top travel writers representing quality publications in key U. S. travel markets are in demand by every state, many foreign countries, and by hundreds of commercial firms competing for publicity and ready to spend funds liberally to obtain it. Airlines offer to fly them to exotic and exciting places throughout the world; railroads want them to take free trips in the newest sleeper cars;



steamship lines invite them to journey overseas on their most modern luxury liners. Getting them to visit Montana, therefore, takes some "selling."

(It should be explained that travel writing is a specialized field, differing substantially from outdoor writing. Fishing and hunting to a travel writer merely are other attractions a state has to offer. His readers are not primarily fishermen and hunters; rather, they're the multitude of travel-conscious Americans looking for new places to go, new things to do and interested in what a state offers in the way of highways, accommodations, campgrounds, special events, lakes, mountains, national and state parks, restaurants, etc.

Over the years it has been agreed the State Advertising Department would host travel writers in Montana and the Montana Chamber of Commerce and State Fish and Game Department would invite and entertain the outdoor writers. The programs are separate but both benefit the state. Wholehearted efforts are made by all departments to see that these undertakings dovetail rather than conflict.)

During 1957-58, the Advertising Department hosted three of the nation's most outstanding travel writers, Horace Sutton and Pete Celliers, both New York; and Bill Yates, Chicago. Sutton came here in 1957 and Celliers and Yates in 1958.

Sutton, probably the best known U. S. travel writer, prepares daily columns for the New York Tribune Syndicate, is Sports Illustrated's travel specialist and is travel editor for the Saturday Review of Literature. He wrote four syndicated articles about Montana which appeared in 25 of the nation's leading metropolitan newspapers from coast to coast. Later, in Pageant Magazine, he cited Montana as one of the 10 states most worth visiting for economy-minded travelers.

Celliers is travel editor for Redbook Magazine and is immediate past president of the U. S. Travel Writers' Association. Redbook will feature



an article on Glacier and Yellowstone Parks and the Grand Tetons in its March, 1959 issue as a result of Celliers' trip west.

Yates, travel editor for the Chicago Tribune, came to Montana on a Pacific Northwest Travel Association tour and spent two weeks in the state. He featured Montana in three of the Tribune's Sunday sections following his return to Chicago, an excellent tourist market for Montana, incidentally. Yates in 1958 was winner of two coveted national travel writing awards.

#### OTHER WRITERS

Special attention is given Sutton, Celliers and Yates because they are top bracket travel writers. No less important to Montana are other visiting writers who have yet to achieve the stature of these three in the travel-writing profession. Most are being read in areas from which Montana attracts tourists in number.

Through its affiliation with the Pacific Northwest Travel Association -- a travel promotion organization made up of the states of North Dakota, Montana, Idaho, Washington, Oregon and the province of British Columbia -- Montana obtains four travel writers each July. They spend two weeks in the state and are feted by local chambers of commerce and others.

The 1957 writers were Mort Cathro, Oakland Tribune, one of the best known travel specialists on the west coast; Carl Pavsner, Motor News, Detroit; Jack Rosenthal, Portland Oregonian; and Richard Allen, Memphis Commercial Appeal.

The 1958 group included Yates, Larry Shanklin, city editor, Tacoma News Tribune; Sterling Bemis, Sunday editor, Long Beach Independent Press Telegram; and Dick Pryce, Topeka Capital.

In 1957 the Advertising Department also brought Bill Brenneman, Denver, to the state. Brenneman at that time wrote the Willie Columbine column for the Rocky Mountain News. He since has been appointed head of Colorado's new Colorado Visitors' Bureau.



### TRAVEL SHOWS

Montana attended a total of 18 travel shows during 1957 and 1958. Sixteen of these were through the affiliation with PNTA.

Travel shows are considered by travel people the "grass roots" approach to the promotion of tourist trade. Representatives at the shows man attractive booths, distribute literature and "talk up" their areas as vacation possibilities.

Shows attended with the other PNTA members were in Kansas City, St. Louis, Chicago, Cleveland, Milwaukee, Minneapolis, Los Angeles, Oakland, San Francisco and Dallas. Attendance at the eight shows in which Montana and PNTA participated in 1958 was 1,424,077.

In addition, the Fish and Game Department, the State Parks Division and the State Advertising Department have shared costs of placing and manning a booth in the Spokane Sports Show each spring. Spokane is a good travel area for Montana and the booth has paid dividends.

### NEWS RELEASES

During the tourist season, weekly news releases are sent by the Advertising Department to more than 100 metropolitan daily newspapers. Many of these releases are accompanied by photographs of Montana scenes or activities. Newspaper people call these "canned releases." There is no guarantee that any of them will see print.

However, in 1957 and 1958 the "canned releases" which appeared would have cost \$47,000 had the office purchased the same amount of advertising space.

News releases are an inexpensive part of the advertising program and well worth the effort which goes into them.

### ASSISTANCE FOR WRITERS

Throughout the year the Advertising Department receives many requests for information from book writers, encyclopedias, etc. The office seldom sees any of these publications but knows that answering such requests in detail is worth while.





## RESEARCH

Research is an important phase of the activities of any business concern. This is particularly true in matters as nebulous as advertising.

In 1956 the Advertising Department undertook its first survey to determine how much value Montana was receiving for every advertising dollar spent. The Department saved names and addresses of persons answering Montana ads and later in the year chose 2,500 of these at random and sent them questionnaires. The return was about 25%. The survey indicated that for each \$1 spent in advertising, \$96 was spent in Montana by vacationers attracted into the state by the ads. Total tourist revenue which could be directly attributed to state advertising was \$2,170,000.

However, such research can not be called conclusive until more information is obtained. An expanded survey is now being conducted among persons who answered 1958 ads and results from this survey will be compiled during the spring of 1959.

Research efforts also are being made to determine how much impact travel shows have on Montana's tourist business.

The Department also was dissatisfied with its time-worn method of determining tourist revenue each year. It was based on a formula dating back to the late 1930's. The Department can claim partial credit for the "scientific" survey undertaken during the summer of 1958 by trained research people from the Montana State University School of Business Administration in cooperation with the Highway Department Planning Survey Division and the Bureau of Public Roads. The basis of the survey is the personal interview and the report soon to be published is an important document which will attract nationwide interest.

## SIGN PROGRAM

Colorful welcome signs and area maps initiated by the Department and placed at key locations throughout the state should arouse tourist comment during the 1959 season. The area maps will be particularly useful as work



on the interstate highway progresses, because they can be placed in the parks and turnoffs, which are to be constructed in conjunction with the highway. The maps also encourage travelers to call on local chambers of commerce, gasoline stations, accommodations operators, and others for information. The thinking behind this is that these are the professionals in Montana's travel picture; they should know Montana and be able and ready to point up the attractions in their areas and throughout Montana. Many of them can and do this. It is hoped others will follow.

These are the Montanans who can convince visitors they should stay an extra day. If every tourist coming to the state would stay one more day, revenues would jump \$23,000,000.

#### ASSOCIATED PRESS

During the 1958 season, the Associated Press and the Advertising Department cooperated on a daily radio series entitled, "What's Going on in Montana." Copy was prepared by the Advertising Department and was teletyped by the AP to its Montana radio subscribers for broadcast. It was aimed at the visitor who was riding in his car and listening to his radio. The idea caught the fancy of AP offices in several neighboring states and reportedly will be undertaken in those areas next summer.

#### YELLOWSTONE PARK

More than a million and one half visitors a year visit Yellowstone National Park and come within reach of Montana. However, only a small percentage of these make it a point to visit the state. The Yellowstone Park Company now has agreed to permit the State of Montana to place its maps and other literature inside the park for distribution to tourists. Wyoming and Idaho have been granted the same privilege. It is expected inside-the-park literature will benefit all three states.

In addition, the superintendent of Yellowstone Park granted the state the right to place one of its area maps inside the park at a key location near West Yellowstone.



## TOURIST COURTESY STATIONS

On the recommendation of the Department and the executive board of the Advertising Advisory Committee, Montana's 13 tourist courtesy stations were closed during the 1958 season. This met with some opposition.

The decision was based on three years of scrutiny. During that time the program was expanded, stations improved and salaries raised in an effort to get topflight attendants. Despite this, the number of cars stopping at the stations continued to fall off until by the summer of 1957 it was the exact inverse of what it had been in 1955.

There was no evidence to show that the stations were influencing travelers to stay in the state longer or even that they were diverting much traffic. In fact, attendants could count themselves fortunate if they had an opportunity to say more than "hello" and good-bye" to most drivers. As is common today, the drivers already had their destination in mind and were anxious to be on their way.

Obviously Montana's system, useful in the days when automobiles were slower and travelers were not intent on covering 500 to 600 miles a day, was becoming outmoded. Further, with plans under way for the study of Montana's tourist business by research personnel from the University, there was no need for attendants to count cars as they had in other years. State funds are not easily come by and there seemed no useful purpose in preserving a sagging program.

So a decision was made.

There is nothing wrong with a tourist courtesy station. Individual communities telling what there is to see and do in that community can make excellent use of them. Many do. But if a state is to have stations, they should be first-class stations providing a variety of services not likely to be encountered elsewhere. The building itself should be worth stopping to see. And it is essential that drivers stop their cars and walk into the station so



that a well trained attendant has a "fighting chance" to make a sales talk.

For example, Texas is a state using stations, which it calls travel information bureaus. Currently it has seven and two more in the offing. Each building costs about \$25,000. Each station has one supervisor and two or three attendants. Supervisors' salaries range from \$4,000 to \$5,000 per year and attendants' salaries range from \$3,000 to \$4,000 per year. Rest room facilities and first aid and other fringe services are provided.

This hardly is a fair comparison to the Montana system, which included five stations where visitors were instructed they could use the "Chic Sale" in the back.

At the present time an up-to-date tourist courtesy station system is a luxury Montana can't afford. Perhaps the day will come when it can.

#### CONCLUSION

This is a report on a program that works. Montanans want it to work because they realize the tourist industry is of major importance to the state's economy.

Still, Montana, with its myriad of travel attractions, has one of the smallest advertising budgets of any state in the country.

The Department's Advertising Advisory Committee will approach the 1959 legislature with a request for an annual appropriation of \$110,000. This will be an increase of \$25,000 over the present appropriation. The funds will come from highway revenues and the Montana Highway Commission has authorized the committee to make the request.

With new highways, faster automobiles, shorter work weeks and longer vacations with pay, the travel industry can only become more and more competitive. Montana has too much to offer and too much to gain to sit on the sidelines and let neighboring states forge farther ahead.

The state must continue to blow its own horn. Additional funds are essential.







